

WE ALL LOSE WHEN KIDS BUY BOOZE!

PROTECT YOUR PRIVILEGED LIQUOR LICENSE

The only effective way of protecting your privileged liquor license from the consequences of selling alcohol to minors is to invest heavily in staff training. Remember, your business organization is only as good as your weakest link.

A list of guidelines for the service of alcohol to customers should be prepared, circulated and explained to your staff. All staff should be required to undergo and sign off on training before being allowed to sell alcohol.

Regular training updates should also be given to all staff to cover potential high staff turnover and as an update to long-term staff members. It is recommended that the manager of each shift should be required to remind all staff to ask for photographic proof of age at the beginning of each shift as this keeps the issue live in their minds.

Key points in preparing guidelines for staff should include:

- Nobody under the age of 21 can buy or sell alcohol.
- Anyone who looks under 21 should be asked for identification (ID) as proof of age. Do not take a chance. It is better to decline a sale than to mistakenly sell to someone under 21 and risk suspension or loss of your liquor license.
- If no acceptable ID is produced, politely decline the sale and request the customer return with acceptable proof of age. If you encounter resistance, stay calm and explain that under the law you are obliged to ask for proof of age.
- When serving a customer, a license-holder or staff member should ask themselves: What is the customer's true age?; Who is accompanying the customer? (Are there friends hanging around outside who appear to be under 21?); Does the quality of mix of products look suspicious?
- Never accept payment from a minor for alcohol, even if they are accompanied by a parent or guardian. This is illegal even if the parent assures you that the alcohol is for them.
- Techniques such as wearing "No Sale Under 21" buttons, displaying posters regarding underage drinking dangers, and using automated cash register programs are helpful techniques for minimizing attempts by minors to purchase alcohol. If a young person knows that their ID will be looked at with scrutiny, and knows that underage sales are not tolerated in your business, he or she is less likely to try to purchase alcohol from you.

CHECK ID'S CAREFULLY

FAKE ID'S

- Check the size, thickness and color of the ID for anything unusual.
- Check the placement, size and typeface of the letters and numbers---nothing on the ID should be blurry.
- Look closely at the state seal to make sure it is correct and exact.

ALTERED ID'S

- Check for numbers that have been scratched or bleached out and inked over, or cut out and reinserted.
- Look for rough spots around the edges and over the photo where laminates may have been used to alter the license.

BORROWED ID'S

- Carefully compare the photo with the person presenting the ID.
- Ask the presenter to sign his/her name on a sheet of paper and compare the signature to the one on the ID.
- Ask the presenter to verify personal data on the ID.
- Request alternative pieces of identification.